

IN THE CLAIMS:

Claims 1, 2, 6, 7, 12, and 13 have been amended as follows:

1. (Amended) A method of searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, comprising:

entering the at least one trademark, tradename, celebrity name, and famous name to be searched;

creating a search string including the at least one trademark, tradename, celebrity name, and famous name;

entering a URL address of a Web page on the Internet to be searched;

accessing and searching contents of the Web page of the URL address entered for matches corresponding to the search string; and

providing search results of identified matches corresponding to the search string within the Web page of the URL address entered.

2. (Amended) The method of searching and reporting according to claim 1, wherein the search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

6. (Amended) A system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, comprising:

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a computer system having a connection to the Internet; and  
a software program executing on the computer system adapted to receive an input of the at least one trademark, tradename, celebrity name, and famous name to be searched, to create a search string including the at least one trademark, tradename, celebrity name, and famous name, to receive a URL address of a Web page on the Internet to be searched, to access and search contents of the Web page of the URL address received for matches corresponding to the search string, and to provide search results of identified matches corresponding to the search string within the Web page of the URL address received.

7. (Amended) The system for searching and reporting according to claim 6, wherein the search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

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12. (Amended) A software program executing on a computer system for searching and reporting an incidence of at least one of a trademark, a tradename, a celebrity name, and a famous name on an Internet, comprising:

instructions for receiving the at least one trademark, tradename, celebrity name, and famous name to be searched;

instructions for creating a search string including the at least one trademark, tradename, celebrity name, and famous name;

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instructions for receiving a URL address of a Web page on the Internet to be searched;

instructions for accessing and searching contents of the Web page of the URL address for matches corresponding to the search string; and

instructions for providing search results of identified matches corresponding to the search string within the Web page of the URL address entered.

13. (Amended) The software program according to claim 12, wherein the search results are broken down into a number and identity of the identified matches within a category selected from the group consisting of a meta-tag, a hidden text, a text, a title, a hyperlink, and an image text.

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